

# Snehal Mule

mule.snehal14@gmail.com ♦ (669) 220-4916 ♦ San Jose, CA

<https://www.linkedin.com/in/snehal-mule-b203a254>

## OBJECTIVE

Experienced analyst with 7+ years in market research and automation, eager to drive impact in data and business analytics.

## EDUCATION

**San Francisco Bay University**, Master of Science, computer science

Fremont, CA

**ICLE'S M. J. College**, Bachelor of Science, computer Science

Vashi, India

## PROJECTS

### Employee Attrition Prediction - Machine Learning Project | San Francisco Bay University

- Built predictive models using IBM HR Analytics dataset (1,470 records, 35 features) achieving 80% accuracy with Random Forest and hyperparameter tuning.
- Performed feature engineering, correlation analysis, and categorical encoding to identify key attrition drivers (age, marital status, income).
- Applied SHAP analysis to translate predictions into actionable HR retention insights.

## WORK EXPERIENCE

### Merkle

Dec 2012 – Sept 2019

Senior Analyst

Jan 2017 – Sept 2019

- Automated research reports for Fortune 500 clients using Excel VBA and proprietary tools, reducing delivery time by 35%.
- Led end-to-end report production for global tracking studies across finance, automotive, insurance, and healthcare.
- Collaborated with international stakeholders (IPSOS, Nielsen, J.D. Power) to deliver marketing research insights.
- Applied statistical methods (t-tests, Z-tests, correlation, weighting) to distill insights from large-scale survey data.
- Refined raw datasets (SPSS, CSV) to generate client-ready data views and delivered automated PowerPoint reports across multiple research waves.
- Ensured statistical integrity by auditing data visualizations and outputs.

### Analyst

Apr 2014 – Dec 2016

- Generated PowerPoint and Excel reports; automated deliverables using Excel macros for large-scale trackers.
- Coordinated cross-location teams for timely delivery.
- Developed training SOPs to improve productivity.

### Associate – Research & Analytics

Dec 2012 – Apr 2014

- Delivered clean, client-ready reports by transforming raw datasets into visual outputs under tight timelines.
- Built proficiency in tools like SPSS, Excel, and internal charting systems while learning core research workflows.
- Actively supported senior team members through QA tasks and internal documentation efforts.

## SKILLS

- **Skills:** Data Analysis; Market Research Reporting; Excel Automation (VBA, Macros); PowerPoint Automation; SPSS; Google Sheets & Docs; Data Cleaning & Transformation; Statistical Testing; Infogram; Report Quality Assurance; Cross-functional Collaboration; Client Communication; Workflow Optimization; Training.